

EXHIBIT E



PRODUCT Dyson Vacuum
MARKET Network
PROGRAM The Apprentice
CODE # 040902366
TITLE Dyson In Factory: It Never Gets Clogged

LENGTH 30
STATION NBC
DATE 09/09/2004
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MAN: Ever since the vacuum cleaner was invented,



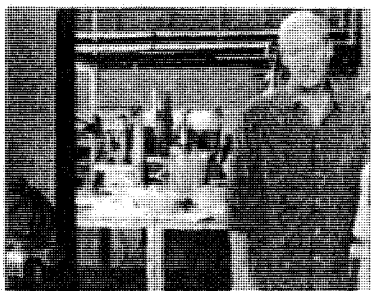
it's had a basic design flaw:



bags, filters - they all clog with dust



and then lose suction.



The technology simply doesn't work, so I spent 14 years



developing one that does.



The Dyson Cyclones create



100,000 times the force of gravity



to spin the dirt



out of the air.



so nothing gets clogged, ever.



(SILENCE)

MAY140959

VIDEO ALSO AVAILABLE IN ANALOG & DIGITAL FORMATS

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